

### **SUMMARY OF THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1-46. (Cancelled)

47. (Previously Presented) A system comprising:

one or more servers being operable to store retail data from at least two data sources, store product identifier and attribute categorizations, and store a plurality of factor calculations;

wherein the at least two data sources includes a first data source that is more accurate than a second data source; and

wherein one or more of said servers contains business logic that is operable to identify and retrieve a plurality of overlapping attribute segments to use for comparing the at least two data sources, compare a plurality of the overlapping attribute segments, calculate a factor for the overlapping attribute segments, and use the factors to update a first group of values in the second data source to reduce bias.

48. (Original) The system of claim 47, wherein the one or more servers are further operable to use the factors to update a second group of values in the second data source to reduce incompleteness.

49. (Previously Presented) The system of claim 47, wherein the one or more servers are further operable to calculate the factor for overlapping attribute segment by dividing a first data source volume amount by a corresponding second data source volume amount.

50. (Previously Presented) The system of claim 47, wherein the one or more servers are further operable apply the factor for the attribute segment to the second data

source by multiplying a plurality of second data source volume amounts by the factor for the corresponding attribute segment.

51. (Previously Presented) The system of claim 47, wherein the one or more servers are further operable to only calculate the factors for each attribute that is identified in the server to be relevant.

52. (Previously Presented) The system of claim 47, wherein the one or more servers are further operable to only calculate the factors for attribute segments that are determined to be significant.

53. (Original) The system of claim 47, wherein the one or more servers are further operable to save each attribute segment factor in a database.

54. (Original) The system of claim 47, wherein the one or more servers are further operable to apply at least one of the factors to the second data source to correct incompleteness.

55. (Original) The system of claim 54, wherein the one or more servers are further operable to calculate a blended factor when at least two measures are available for a same factor, said blended factor being used to reduce bias in the second data source.

56. (Original) The system of claim 55, wherein the one or more servers are further operable to calculate the blended factor by giving the more accurate data source a higher relative weight and by giving the less accurate data source a lower relative weight.

57. (Original) The system of claim 47, wherein the one or more servers are further operable to calculate a blended factor when at least two measures are available for a same factor, said blended factor being used to reduce bias in the second data source.

58. (Original) The system of claim 57, wherein the one or more servers are further operable to calculate the blended factor by giving the more accurate data source a higher relative weight and by giving the less accurate data source a lower relative weight.

59. (Original) The system of claim 47, further comprising:  
a number of user stations coupled to the one or more servers over a network, wherein each of the user stations includes a respective one of a number of displays, and is operable to present a graphical user interface that allows a user to administer a plurality of settings used for analyzing and correcting the data sources.

60. (Original) The system of claim 47, further comprising:  
a number of user stations coupled to the one or more servers over a network, wherein each of the user stations includes a respective one of a number of displays, and is operable to present a graphical user interface that allows a user to view the corrected data in a multidimensional format.

61. (Original) An apparatus, comprising:  
a device encoded with logic executable by one or more processors to: identify and retrieve a plurality of overlapping attribute segments to use for comparing at least two data sources, wherein the at least two data sources includes a first data source that is more accurate than a second data source, compare each of the overlapping attribute segments, calculate a factor for each of the overlapping attribute segments, and use the factors to update a first group of values in the second data source to reduce bias.

62. (Original) The apparatus of claim 61, wherein the device has further logic that is operable to apply all of the factors to the second data source to correct incompleteness.

63. (Original) The apparatus of claim 61, wherein the device includes a removable memory device carrying a number of processor executable instructions to define the logic.

64. (Previously Presented) The apparatus of claim 63, wherein the removable memory device includes a disk.

65. (Original) The apparatus of claim 61, wherein the device is in the form of one or more parts of a computer network carrying one or more signals encoding the logic.

66. (Previously presented) A method comprising:  
identifying a plurality of data sources in at least one computer database, wherein at least a first data source is more accurate than a second data source;  
identifying a plurality of overlapping attribute segments to use for comparing the data sources;  
calculating at least one factor as a function of at least one of the overlapping attribute segments; and  
using the at least one factor to create modified values of a first group of values in the second data source, said modified values being more accurate than the first group of values.

67. (Previously presented) The method of claim 66, wherein the first data source is point-of-sale data and the second data source is consumer panel data.

68. (Previously presented) The method of claim 66, wherein the first data source does not include shipment data.

69. (Previously presented) The method of claim 68, wherein the second data source does not include shipment data.

70. (Previously presented) The method of claim 66, wherein the data sources are compared based on a common time dimension.

71. (Previously presented) The method of claim 66, wherein the data sources are compared based on a common venue dimension.

72. (Previously presented) The method of claim 66, wherein the data sources are compared based on a common product dimension.

73. (Previously presented) The method of claim 66, further comprising:  
determining that additional data sources are available for comparison;  
using the additional data sources to calculate additional factors; and  
applying the additional factors to the second data source.

74. (Previously presented) The method of claim 66, wherein the using the at least one factor step is repeated multiple times to further improve the accuracy of the second data source.

75. (Previously Presented) The method of claim 70, wherein the first data source is point-of-sale data that was captured with a reader, and wherein the data sources are compared based on a common time dimension, and wherein the factors are used to update a first group of values in the second data source to reduce bias.

76. (Previously Presented) A system comprising:  
at least one computer being operable to store retail data from at least two data sources, store product identifier and attribute categorizations, and store a plurality of factor calculations;

wherein the at least two data sources includes a first data source that is more accurate than a second data source; and

wherein the at least one computer contains business logic that is operable to identify and retrieve a plurality of overlapping attribute segments to use for comparing the at least two data sources, compare selected overlapping attribute segments, calculate at least one factor for at least one of the overlapping attribute segments, and use the at least one factor to create modified values of a first group of values in the second data

source, said modified values being more accurate than the first group of values, and wherein the factors are used to update a first group of values in the second data source to reduce bias.

77. (Previously presented) The system of claim 76, wherein the at least one computer is further operable to calculate the at least one factor by dividing a first data source volume amount by a corresponding second data source volume amount.

78. (Previously presented) The system of claim 76, wherein the at least one computer is further operable to apply the at least one factor to the second data source by multiplying each of a plurality of second data source volume amounts by the factor for the at least one corresponding attribute segment.

79. (Previously presented) The system of claim 76, wherein the at least one computer is further operable to calculate a blended factor when at least two measures are available for a same factor, said blended factor being used to improve the accuracy of the second data source.

80. (Previously presented) An apparatus, comprising:  
a device encoded with logic executable by one or more processors to:  
identify and retrieve a plurality of overlapping attribute segments to use for comparing at least two data sources, wherein the at least two data sources includes a first data source that is more accurate than a second data source, compare selected overlapping attribute segments, calculate at least one factor for at least one of the overlapping attribute segments, and use the at least one factor to create modified values of a first group of values in the second data source, said modified values being more accurate than the first group of values.